



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

American Media Advocacy  
815 Slaters Ln  
Alexandria, VA 22314-1219

**Contract #** 860/11  
**Schedule Dates** 10/09/12-10/14/12  
**Advertiser** National Rifle Association (39533)  
**Agency** American Media Advocacy (9204)  
**Product** Political - US President (1174)  
**Brand** Democrat (Anti) (177520)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** MEDIAASSISTANT,AMAG  
**Phone/Fax** (800) 672-3888 /  
**CPE** 137/490/3316  
**Account Types** National/Political PAC - Agency  
**Billing Type** Weekly/Irregular  
**Comments** NRA 10/8  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/08/12  
**Last Modified** 10/08/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06365661  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$506.25  
**Net Total** \$2,868.75  
**Sales Tax**

NORFOLK (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Oct. 2012	11	\$3,375.00
<b>Grand Total:</b>	<b>11</b>	<b>\$3,375.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	12:05A- 1:05A (ET)							2		2	\$300.00	\$600.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC	10/8/12
2.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9A- 9:30A (ET)								1	1	\$375.00	\$375.00	Norfolk (WVEC) (WVEC)	WALL ST JRNAL	10/8/12
3.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	12:05A- 1:05A (ET)					3				3	\$300.00	\$900.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC	10/8/12
4.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	12:05A- 1:05A (ET)			3						3	\$300.00	\$900.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC	10/8/12
5.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	12:05A- 1:05A (ET)				2					2	\$300.00	\$600.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC	10/8/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WVEC Norfolk</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 40px;">10/8</span>
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I, Jonathan Ferrell  
do hereby request station time concerning the following issue:

National Rifle Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	Ordered			

**Total Charges:** \$ 2,868.75 Net

This broadcast time will be used by: National Rifle Association

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
☐ No

# 860711

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NRA Political Victory Fund

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

\_\_\_\_\_  
Date                      John F. Full                      703-683-4877  
Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected  
Penne Marsh                      Penne Marsh                      NSC  
Signature                      Printed Name                      Title